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<b>State:</b>	District of Columbia	<b>Filing Company:</b>	Colonial Penn Life Insurance Company
<b>TOI/Sub-TOI:</b>	MS09 Medicare Supplement - Other 2010/MS09.000 Medicare Supplement Other 2010		
<b>Product Name:</b>	163921,163922 and 163923		
<b>Project Name/Number:</b>	163921,163922 and 163923/163921,163922 and 163923		

## Filing at a Glance

Company:	Colonial Penn Life Insurance Company
Product Name:	163921,163922 and 163923
State:	District of Columbia
TOI:	MS09 Medicare Supplement - Other 2010
Sub-TOI:	MS09.000 Medicare Supplement Other 2010
Filing Type:	Form
Date Submitted:	09/03/2015
SERFF Tr Num:	BNLA-130230822
SERFF Status:	Submitted to State
State Tr Num:	
State Status:	
Co Tr Num:	163921, 163922 AND 163923
Implementation	On Approval
Date Requested:	
Author(s):	Dan Murphy, Lucy Sutton, Tammylyn O'Connor, Nicholas Linhares
Reviewer(s):	
Disposition Date:	
Disposition Status:	
Implementation Date:	

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## General Information

Project Name: 163921,163922 and 163923	Status of Filing in Domicile: Pending
Project Number: 163921,163922 and 163923	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 09/03/2015
	State Status Changed:
Deemer Date:	Created By: Lucy Sutton
Submitted By: Lucy Sutton	Corresponding Filing Tracking Number:

### Filing Description:

RE: COLONIAL PENN LIFE INSURANCE COMPANY - NAIC No. 62065  
MEDICARE SUPPLEMENT ADVERTISING  
Lead Generating Devices  
Form# 163921 - Flat Sheet (Plan F)  
Form# 163922 - Flat Sheet (Plan G)  
Form# 163923 - Flat Sheet (Plan N)

Dear Insurance Department Personnel:

We are submitting the above referenced advertisements as required by your state. These are new ads and not intended to replace any other forms.

These flat sheets list the benefits of purchasing previously approved Colonial Penn Life Insurance Company's Medicare supplement policies CPL-GR-A80F, CPL-GR-A80G and CPL-GR-A80N.

These forms are laser printed and we reserve the right to change fonts and layouts for future printings. However, we certify the font size will never be less than the minimum font point required by your state. This filing contains no unusual or controversial items from normal Company or industry standards.

If you have any questions, please do not hesitate to contact us. Your consideration and approval of this filing is appreciated.

## Company and Contact

### Filing Contact Information

Lucy Sutton, Information Coordinator	l.sutton@banklife.com
111 East Wacker Drive Suite 2100	312-396-6122 [Phone]
(20-F35)	312-396-5907 [FAX]
Chicago, IL 60601-4508	

**State:** District of Columbia**Filing Company:** Colonial Penn Life Insurance Company**TOI/Sub-TOI:** MS09 Medicare Supplement - Other 2010/MS09.000 Medicare Supplement Other 2010**Product Name:** 163921,163922 and 163923**Project Name/Number:** 163921,163922 and 163923/163921,163922 and 163923**Filing Company Information**Colonial Penn Life Insurance  
Company

CoCode: 62065

State of Domicile:

Adm. Address: 111 East Wacker  
Drive • Suite 2100

Group Code: 233

Pennsylvania

Group Name:

Company Type:

Chicago, IL 60601-4508

FEIN Number: 23-1628836

State ID Number:

(312) 396-6000 ext. [Phone]

**Filing Fees**

Fee Required? No

Retaliatory? No

Fee Explanation:

<b>State:</b>	District of Columbia	<b>Filing Company:</b>	Colonial Penn Life Insurance Company
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## Form Schedule

Lead Form Number: 163921, 163922 and 163923								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Medicare Supplement Flat Sheet Plan F	163921	ADV	Initial			163921_MedSupp_FS_F_R6.pdf
2		Medicare Supplement Flat Sheet Plan G	163922	ADV	Initial			163922_MedSupp_FS_G_R6.pdf
3		Medicare Supplement Flat Sheet Plan N	163923	ADV	Initial			163923_MedSupp_FS_N_R6.pdf

### Form Type Legend:

<b>ADV</b>	Advertising	<b>AEF</b>	Application/Enrollment Form
<b>CER</b>	Certificate	<b>CERA</b>	Certificate Amendment, Insert Page, Endorsement or Rider
<b>DDP</b>	Data/Declaration Pages	<b>FND</b>	Funding Agreement (Annuity, Individual and Group)
<b>MTX</b>	Matrix	<b>NOC</b>	Notice of Coverage
<b>OTH</b>	Other	<b>OUT</b>	Outline of Coverage
<b>PJK</b>	Policy Jacket	<b>POL</b>	Policy/Contract/Fraternal Certificate
<b>POLA</b>	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	<b>SCH</b>	Schedule Pages

# Medicare Supplement Insurance

PLAN  
**F**

## Plan F might be right for you if:

- ✓ You want the most comprehensive Medicare Supplement Insurance coverage available
- ✓ Convenience is your top priority and you'd prefer to avoid paying bills
- ✓ You want to mitigate your risk, and you are willing to accept higher premiums

## Plan F was designed to help cover excess costs from health care providers and includes the following benefits:

- ✓ Medicare Part A deductible
- ✓ Medicare Part A hospital coinsurance and all costs up to 365 days after the lifetime reserve days are exhausted
- ✓ Skilled Nursing Facility care coverage for days 21-100
- ✓ Medicare Part A hospice care coinsurance or copayment
- ✓ Medicare Part B deductible
- ✓ Medicare Part B coinsurance or copayment coverage
- ✓ Medicare Part B preventive care coinsurance coverage
- ✓ Medicare Part B excess charges
- ✓ Home Health Care—medically necessary skilled care services and supplies
- ✓ First three pints of blood for a medical procedure
- ✓ After the first \$250, 80% of Foreign Travel emergency care services up to a lifetime maximum of \$50,000

**Please contact your agent with any questions regarding your policy.**

# Get to know Bankers Life

With a history dating back to 1879, Bankers Life provides a broad selection of life and health insurance products designed especially for Americans who are near or in retirement.

With over 300 offices across the country, our more than 5,000 insurance agents live and work in the communities they serve. Our agents take the time to get to know their customers, listen to their needs and values, and are dedicated to helping them meet their goals for a secure retirement.

Get to know Bankers Life—and learn why our more than 1.4 million customers trust us to help protect their financial future, ensuring a healthier and rewarding retirement.

The Bankers Life brand is a part of CNO Financial Group, Inc., whose companies provide insurance solutions that help protect the health and retirement needs of working Americans and retirees.

This policy has limitations and exclusions.

Plan F Medicare Supplement Insurance is issued on Form Number CPL-GR-A80F, by Colonial Penn Life Insurance Company, Chicago, IL.

This product, and its features are subject to state availability and may vary by state.

For costs and complete details of the coverage, call your insurance agent. Medicare Supplement insurance solicitation. A licensed insurance agent/producer may contact you. Colonial Penn, Bankers Life and their licensed agents are not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

Bankers Life is the marketing brand of Bankers Life and Casualty Company, Medicare Supplement insurance policies sold by Colonial Penn Life Insurance Company and select policies sold in New York by Bankers Conseco Life Insurance Company (BCLIC). BCLIC is authorized to sell insurance in New York.

Underwritten by Colonial Penn Life Insurance Company  
Administrative Office: Chicago, IL

**BankersLife.com**

# Medicare Supplement Insurance

PLAN  
**G**

## Plan G might be right for you if:

- ✓ Comprehensive coverage is important to you, and you want to proactively mitigate your risk
- ✓ Convenience is a priority, and you are willing to pay the Part B deductible
- ✓ You value saving on premiums

## Plan G was designed to help cover excess costs from health care providers and includes the following benefits:

- ✓ Medicare Part A deductible
- ✓ Medicare Part A hospital coinsurance and all costs up to 365 days after the lifetime reserve days are exhausted
- ✓ Skilled Nursing Facility care coverage for days 21-100
- ✓ Medicare Part A hospice care coinsurance or copayment
- ✓ Medicare Part B coinsurance or copayment coverage
- ✓ Medicare Part B preventive care coinsurance coverage
- ✓ Medicare Part B excess charges
- ✓ Home Health Care—medically necessary skilled care services and supplies
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- ✓ After the first \$250, 80% of Foreign Travel emergency care services up to a lifetime maximum of \$50,000

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This policy has limitations and exclusions.

Plan G Medicare Supplement Insurance is issued on Form Number CPL-GR-A80G, by Colonial Penn Life Insurance Company, Chicago, IL.

This product, and its features are subject to state availability and may vary by state.

For costs and complete details of the coverage, call your insurance agent. Medicare Supplement insurance solicitation. A licensed insurance agent/producer may contact you. Colonial Penn, Bankers Life and their licensed agents are not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

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Underwritten by Colonial Penn Life Insurance Company  
Administrative Office: Chicago, IL

**BankersLife.com**



# Medicare Supplement Insurance

PLAN  
**N**

## Plan N might be right for you if:

- ✓ You want a plan that works similar to employer/individual major medical coverage
- ✓ You like having a balance between premium and coverage
- ✓ You are willing to pay medical bills and coinsurance

## Plan N was designed to help cover excess costs from health care providers and includes the following benefits:

- ✓ Medicare Part A deductible
- ✓ Medicare Part A hospital coinsurance and all costs up to 365 days after the lifetime reserve days are exhausted
- ✓ Skilled Nursing Facility care coverage for days 21-100
- ✓ Medicare Part A hospice care coinsurance or copayment
- ✓ Medicare Part B preventive care coinsurance coverage
- ✓ Medicare Part B medical expenses, other than up to \$20 per office visit and up to \$50 per emergency room visit.\*
- ✓ Home Health Care—medically necessary skilled care services and supplies
- ✓ First three pints of blood for a medical procedure
- ✓ After the first \$250, 80% of Foreign Travel emergency care services up to a lifetime maximum of \$50,000

## Please contact your agent with any questions regarding your policy.

\*\$50 copayment per ER visit is waived if insured is admitted to any hospital and ER visit is covered as a Medicare Part A expense.

Underwritten by  
Colonial Penn Life Insurance Company

163923

  
**BANKERS LIFE®**

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The Bankers Life brand is a part of CNO Financial Group, Inc., whose companies provide insurance solutions that help protect the health and retirement needs of working Americans and retirees.

This policy has limitations and exclusions.

Plan N Medicare Supplement Insurance is issued on Form Number CPL-GR-A80N, by Colonial Penn Life Insurance Company, Chicago, IL.

This product, and its features are subject to state availability and may vary by state.

For costs and complete details of the coverage, call your insurance agent. Medicare Supplement insurance solicitation. A licensed insurance agent/producer may contact you. Colonial Penn, Bankers Life and their licensed agents are not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

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Underwritten by Colonial Penn Life Insurance Company  
Administrative Office: Chicago, IL

**BankersLife.com**